

Optimising OSS & Service Provisioning

Monday 13th – Thursday 16th October 2008 • Mövenpick Hotel, Prague

Consolidating And Integrating OSS Whilst Optimising Service Provisioning Systems To Flexibly, Rapidly And Cost-Efficiently Deliver And Manage Next Generation Services

Key Themes:

- Upgrade your existing OSS infrastructure to meet the requirements of Next Generation service delivery
- Rapidly and efficiently provision complex convergent services in an All-IP environment
- Consolidate and integrate diverse OSS and provisioning systems to reduce overheads and streamline service fulfilment
- Implement and leverage Service Oriented Architecture (SOA) to support and improve legacy OSS solutions
- Optimise service provisioning systems to support Quality of Experience management and improve the customer experience

Expert Speaker Panel Includes:

Giuseppe Covino
Service Activation Manager
Telecom Italia

Charles Clavadetscher
Senior Project Leader
Swisscom

David Schofield
Head of
Enterprise Architecture
Cable & Wireless

Samil Can
Manager of
Platform Services
Turkcell

Henrik Dam
CTO

Danske Telecom
Gerard Zwartjens
Project Manager
KPN

Patrick Kelly
Co-Founder & Senior Analyst
OSS Observer

Javier Zorzano
Technology Expert, Network Management Systems
Telefonica I+D

Oleg Kozlov
Senior Migration Planner, Access Network Planning
Rogers Cable

Robert Machin
Product Marketing Director
Comptel Corporation

Krzysztof Jasek
OSS Product Manager
Comarch

Dr Frank Kocsis
Business Consultant
Detecon

Pre-Conference Workshop • Monday 13th October 2008

Leveraging Automated Service Provisioning To Improve The Delivery Of New And Complex Services In An All-IP Environment

Post-Conference Workshop • Thursday 16th October 2008

Optimising Service Fulfilment And Lifecycle Management

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Leveraging Automated Service Provisioning To Improve The Delivery Of New And Complex Services In An All-IP Environment

Registration will begin at 09.30.
The workshop will run from 10.00 – 15.00
with breaks for lunch and refreshments.

This interactive workshop will enable delegates to understand how automating more of the provisioning systems and processes can help them to rapidly and efficiently provision new and complex convergent services.

Sessions will include:

- Identifying the provisioning demands that convergent services place on the network
- Assessing and overcoming the limitations of legacy systems for provisioning convergent services:
 - number of system interfaces
 - costly manual operating processes
 - order lead times
 - fault response times
 - fragmented operations environment
 - lack of systems strategy
 - multi-vendor OSS solutions that are poorly integrated with each other
- Understanding which OSS functions can and cannot be automated
- Quantifying the cost of implementing service automation:
 - what are the long-term cost savings?
- Meeting the challenges of service assurance and QoS in an automated system
- Determining to what extent it is possible to implement end-to-end automated OSS in terms of:
 - activation
 - provisioning
 - fulfilment
 - event correlation
 - assurance
- Assessing whether manual provisioning will be required at certain points in the process, and calculating the cost implications
- Automating provisioning processes and systems to improve real-time provisioning of Next Generation services

GET YOUR QUESTIONS ANSWERED

Is there a specific question you would like to ask any of our speakers? If so, please email the Conference Producer Laura Marshall on lmarshall@iir-conferences.com, stating your question and who it is for, and this will be given to the chairman to put to the speaker after his/her presentation.

Conference Day One – Tuesday 14th October

9.00 Registration & Coffee

9.30 **Opening Remarks from the Chair**

NETWORK TRANSFORMATION: THE MIGRATION TO ALL-IP

9.40 **Determining Strategies For Upgrading Existing OSS Infrastructure In Order To Deliver Next Generation Services**

OPERATOR

- Understanding how to prepare your data for OSS upgrades in terms of:
 - Data analysis
 - Data purification
 - Data migration
- Developing and implementing the necessary management, measurement and control mechanisms required for Next Generation services
- Determining how to minimise service disruption whilst upgrading legacy infrastructure
- Enabling end-to-end service fulfilment by automating as many of your legacy OSS processes as possible
- Leveraging end-to-end service fulfilment and lifecycle management to increase order throughput for Next Generation services

Giuseppe Covino, Service Activation Manager, Telecom Italia

10.20 **Making The Business Case For Replacing Legacy OSS With Next Generation OSS**

- Evaluating the cost of upgrading to Next Generation OSS: what is the long term business case?
- Quantifying the impact of replacing legacy OSS on:
 - OPEX
 - Software development effort
 - Time-to-market for new services
 - Number of interfaces
- Determining what levels of automation and integration can be achieved for Next Generation OSS
- Determining to what extent Next Generation OSS can respond rapidly to business changes and new service launches, and developing strategies to improve response times

For speaker updates, please visit www.iir-conferences.com/oss

11.00 Morning Coffee

SERVICE-ORIENTED ARCHITECTURE - SOA

11.30 **Establishing How To Implement And Leverage SOA To Support And Improve Legacy OSS Solutions**

OPERATOR

- Quantifying the cost and overall business case of implementing SOA:
 - What are the cost implications of upgrading legacy OSS to support SOA integration?
- Identifying the drivers for implementing SOA:
 - Increased effectiveness of legacy OSS
 - Impact on service assurance
 - Improved service flexibility and agility
 - Long-term cost benefits
 - Improved time-to-market for new services
- Assessing what service improvements can be seen when SOA is implemented
- Determining how SOA can be used to develop new OSS systems and processes

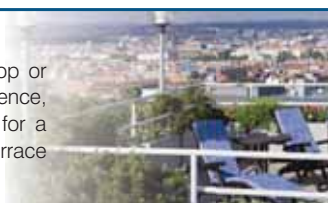
David Schofield, Head of Enterprise Architecture, Cable & Wireless

12.10 **Understanding NGOSS Transformation And Managing The Transition To SOA-Based OSS Solutions**

- Identifying the drivers for the transformation to NGOSS
- Understanding SOA-based NGOSS architecture
- Managing the transition to SOA-based solutions:
 - Governance issues
 - eTOM/ITIL reengineering
 - Data architecture
 - Application architecture and role of CMDB
 - Integration issues
 - Dealing with legacy systems

Organised networking:

If you are attending the workshop or arriving early for the main conference, come and join other delegates for a drink in the Tower Lounge Terrace between 18.00 and 20.00.



- Developing migration strategies to facilitate a smooth transition to NGOSS and SOA-based OSS solutions
- Sharing lessons learned in SOA implementations at Tier 1 telcos

Dr Frank Kocsis, Business Consultant, Detecon

12.50 Lunch

INVENTORY MANAGEMENT

14.00 Determining The Business Case And Examining Strategies Being Employed To Optimise Inventory Management

- Making the business case for implementing an inventory management system
- Understanding and meeting the planning requirements of inventory management: integrating complex systems and taking into account the various parties involved
- Establishing how to access and combine data from diverse sources and in diverse formats to create an effective inventory
- Evaluating the success of the different strategies that operators are using to achieve inventory management
- Examining what steps are being taken towards standardising inventory management

Krzysztof Jasek, OSS Product Manager, Comarch

14.40 Identifying The Business Drivers And Deployment Strategies For Inventory Management At Telefonica

- Identifying the business case for inventory consolidation
 - Plant recovery
 - Process simplification
 - Process execution quality improvement
 - NGOSS adaptation
- Developing inventory consolidation strategies:
 - Inventory specialisation
 - Inventory federation
 - Scenario specifics
 - Fixed line
 - Mobile
- Understanding Telefonica's migration strategies
 - Assessing inventory management as a key part of the migration to NGOSS architecture
- Identifying how Telefonica overcame the problems encountered when migrating their inventory management system
 - Impact on processes
 - COTS, inhouse, considerations
- Examining Telefonica's experiences implementing SIGRES, their NGOSS system involving:
 - Project description
 - Architecture
 - Functionality
- Assessing the Inventory component of SIGRES:
 - Contents
 - Integration
 - Employed commercial product
- How has SIGRES helped Telefonica to take a single integrated view of the Telefonica de España inventories?

Javier Zorzano, Technology Expert, Network Management Systems, Telefonica I+D

15.20 Afternoon Refreshments

SERVICE ASSURANCE, QoS & QoE

15.40 Optimising Service Provisioning Systems To Support Quality Of Experience Management And Improve The Customer Experience

- Determining how to use the OSS and provisioning infrastructure to optimise the customer experience
- Implementing customer-centric Service Quality Management
- Developing strategies to reduce fault clearance times and improve customer satisfaction
- Integrating OSS with customer functions including the CRM system:
 - improve complaint management and response times
 - advise customers of network outages and faults more quickly

Henrik Dam, CTO, Danske Telecom

16.20 Providing End-To-End Service Assurance And Carrier-Grade QoS For IP Services

- Optimising service quality in the face of increasingly complex and convergent services
- Enabling QoS differentiation at individual service and subscriber levels

- Quantifying the ongoing cost of service assurance as multiple new services are introduced
- Determining how to provide the necessary service assurance required in the face of the increasing use of IT platforms in the telecoms environment
- Meeting the particular challenges of carrying out end-to-end service assurance for IP services:
 - IP
 - IT layer
 - End-user devices

Patrick Kelly, Co-Founder & Senior Analyst, OSS Observer

17.00 CHALLENGE THE PANEL

In this interactive session, delegates will be seated on round tables and will discuss in their groups what they consider to be the 3 main challenges for OSS and service provisioning as we move towards all-IP networks. After these discussions, a representative from each table will put their questions to our panel of experts; the panel's challenge is to come up with a solution for each problem.

Panel Chair:

Patrick Kelly, Co-Founder & Senior Analyst, OSS Observer

18.00 End of Conference Day One

Drinks Reception

Join speakers and delegates to discuss the events of the day in a relaxed environment



Conference Day Two – Wednesday 15th October

9.00 Registration & Coffee

9.30 **Opening Remarks from the Chair**

CONSOLIDATION & INTEGRATION

9.40 Identifying And Overcoming The Challenges Of OSS Management During Mergers And Acquisitions

- Understanding how mergers and acquisitions are driving OSS evolution: how does it differ from internal network and service-driven evolution?
- Determining how to migrate data from one of the merger partner's OSS to the other:
 - Assessing the scalability of the OSS architecture to which data will be added and assessing whether it can handle the additional data
 - Outlining the criteria to be used when deciding which OSS to use
 - Understanding the implications in terms of both cost and complexity
- Determining whether there is a business case for investing in a new OSS solution across both companies
- Determining how to ensure a seamless migration so the customer is not affected
- Considering the pros and cons of outsourcing the OSS when merging with another service provider

Oleg Kozlov, Senior Migration Planner, Access Network Planning, Rogers Cable (Subject to final confirmation)

10.20 Consolidating And Integrating Diverse OSS Systems To Reduce Overheads And Streamline Service Fulfilment

- Determining strategies for streamlining the management of complex multi-vendor, multi-technology systems
 - Developing strategies to simplify and unify legacy architecture
 - Identifying and decommissioning unnecessary systems to reduce OPEX
 - Evaluating the business case: balancing the need for OSS integration and the potential long-term cost savings with immediate cost and time pressures
- For speaker updates, please visit www.iir-conferences.com/oss*

11.00 Morning Coffee

11.30 Examining The Benefits And Drawbacks Of Provisioning Services With Open Source

- Outlining the basic principles of open source
- Assessing the advantages and disadvantages of using open source for service provisioning
- Examining the open source components being considered by Swisscom
- Overview of open source activity in the market

Charles Clavadetscher, Senior Project Leader, Swisscom

OPERATOR

OPERATOR

OPERATOR

OPERATOR

- 12.10 **Bringing Lean Manufacturing To The Telecoms Service "Factory"**
- Assessing the drivers for operators to apply lean manufacturing principles to telecoms services
 - Understanding what 'lean manufacturing' means in practice for communications service providers
 - Using product and service catalogues as a key to service factory efficiency
 - Examining the TMF-endorsed PSA standard for rapid product and service assembly
- Robert Machin**, *Product Marketing Director (Axiom Products), Comptel Corporation*

12.50 Lunch

SERVICE DELIVERY PLATFORMS

- 14.00 **Enabling Cost-Effective Integration Of Service Delivery Platforms (SDPs) And OSS To Support Rapid Service Creation Lifecycles And Reduce Time To Market**
- OPERATOR**
- Defining the relationship between SDPs and OSS
 - Creating an environment where SDPs and OSS can interact with each other in a real-time environment: providing data (measurements, alarms, status) and also receiving and implementing commands
 - Establishing how to integrate SDPs with OSS to enable fast and efficient provisioning of new services
 - Leveraging the SDP to orchestrate OSS functions into business process workflows to enable services to be fulfilled at all the layers within an NGN architecture
 - Deploying a centralised SDP to streamline existing non-standardised fragmented OSS for the delivery of converged services
- Samil Can**, *Manager of Platform Services, Turkcell*

- 14.40 **Optimising Service Provisioning For Mobile Enhanced Service Providers (ESPs)**
- OPERATOR**
- Identifying and meeting the challenges of provisioning mobile services
 - Examining the specific requirements of ESPs in terms of provisioning
 - Connecting ESPs to the KPN interface for provisioning post paid and prepaid subscriptions
 - Understanding what is required to implement and maintain a cost effective and reliable interface for ESPs
- Gerard Zwartjens**, *Project Manager, KPN*

15.20 Afternoon Refreshments

- 15.40 **Examining The Value Added Services Being Offered By Russian Mobile Operators, And Determining Strategies For Rapidly Delivering Mobile Multimedia Services**
- Identifying the business drivers for optimising provisioning for mobile multimedia services:
 - Cost-efficiency
 - Improving the customer experience
 - Optimising the speed and responsiveness of new service activation in a mobile environment
 - Examining the levels of QoS and QoE being achieved for mobile multimedia services by Russian mobile operators
- Michael Novikov**, *Founder & CEO, Admin*

- 16.20 **PANEL SESSION: How Can Operators Enable Customer Self-Care To Reduce Costs And Improve Customer Satisfaction And QoE?**
- The panel will discuss how operators can develop cost-effective strategies for providing customer self-care in terms of self-service, self-support and auto-provisioning. Panellists will share their experiences of developing systems which hide the complexity from customers and will evaluate the pros and cons of deploying a customer portal to improve the customer experience.
- This discussion will help delegates to understand how they can give their customers more control over their services and how to enable service personalisation to increase service uptake and customer loyalty.

17.00 **Closing Remarks from the Chair**

17.10 End of Conference

Optimising Service Fulfilment And Lifecycle Management

Led by: **Comptel**

Registration will begin at 09.30.
The workshop will run from 10.00 – 15.00
with breaks for lunch and refreshments.

This interactive workshop offers delegates the opportunity to discuss and develop new approaches to the management of telecoms products through their technical lifecycle, with particular reference to product design and modification, and to more efficient fulfilment of complex products.

The workshop will discuss what is meant by a 'lean manufacturing' approach - how it has traditionally been used in other competitive industries, what Communication Service Providers (CSPs) can learn from the experiences of those industries and how CSPs can benefit from adopting a similar approach to service fulfilment and product lifecycle management (PLM). The workshop will also examine the PSA standard for rapid product and service assembly which the TMF has recently endorsed and discuss whether, and how, it can enable CSPs to more cost-effectively and rapidly create and deliver complex Next Generation services.

Sessions will include:

Is current practice best practice?

- Optimising service creation, assembly and delivery in today's telco business
- Learning from other industries: the emergence of lean practises in automotive and consumer electronics industries

How do we build a telecoms service "factory"?

- Understanding how a production and assembly line for telecoms services and products would work: what would be the prerequisite to a service factory approach?
- Breaking down barriers between departments
- Bridging the gap between technology and business
- Developing strategies for technical integration, standardisation and collaboration in a lean processing environment

Are product and service catalogues the key?

- What do we mean by product and service catalogues?
- Outlining how catalogues work in practice (example demo)
- How can product catalogues help to turn complex services into marketable and deliverable products?

Will standards help?

- Examining the PSA (Product and Service Assembly) standard for rapid product and service assembly (recently endorsed by the TMF).
- Determining to what extent the PSA will help CSPs to design create and deliver innovative services in the Next Generation telecoms environment

About Your Workshop Leader

Comptel provides Comptel Dynamic OSS Solutions, enabling telecom service providers to deliver services flexibly and charge them effectively. Comptel has provided solutions to around 280 customers with 500 million subscribers in 85 countries worldwide, including leading operators, such as América Móvil, Bharti, Brasil Telecom, China Mobile, Deutsche Telekom, O2, SWIFT, Telefónica, VimpelCom and Vodafone. Comptel's expertise in service fulfillment automation as well as in mediation and charging empowers service providers to focus on their core business: delivering the end-user experience. Net sales were EUR 82.4 million in 2007. Comptel was established in 1986 and has recently acquired an UK-based IP fulfillment specialist Axiom Systems. Following the acquisition the Group has over 620 employees in 18 countries. (www.comptel.com)

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Why Attend OSS & Service Provisioning 2008?

With operators focussing on the transition to NGN and all-IP, optimising OSS and service provisioning has never been more crucial. As services become ever more complex and converged, it is vital that OSS and service provisioning processes and systems are fully optimised to support these services, offering carrier-grade quality of service and seamless service activation, fulfilment, assurance and discontinuation, as well as optimum fault and inventory management.

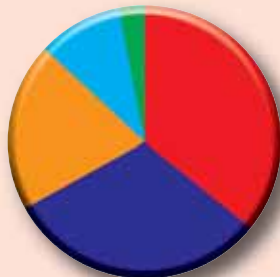
This event provides practical information for operators on how to meet the challenges associated with the transition to NGN and all-IP. It features in-depth case studies from operators including Swisscom, Cable & Wireless, Telefonica, Rogers Cable, KPN Telecom Italia, Danske Telecom and Turkcell who are leading the way in rapidly deploying and supporting the high quality, converged services that drive customer loyalty and enable competitive differentiation.

Who Will Attend?

EXPECTED DELEGATE BREAKDOWN

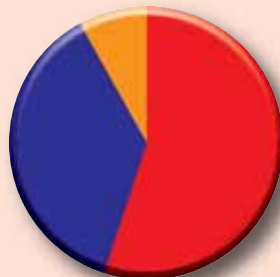
Regional Breakdown:

■ Eastern Europe	36%
■ Western Europe	31%
■ Middle East	20%
■ Scandinavia	10%
■ Africa	3%



Industry Breakdown:

■ Operators	55%
■ Vendors	37%
■ Consultants	8%



* Based on attendance at our OSS and Service Provisioning events in 2007

"Good exposure to other companies that I do not see in other conferences"

Manager, Next Generation Operations Architecture, AT&T @ Service Provisioning 2007

"All the real life case studies were of great interest!"

Manager OSS Systems & Strategy, O2 Germany @ Optimising OSS 2007

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ASSOCIATE SPONSOR

COMARCH **Comarch**, a leading Central European IT business solutions provider, delivers and integrates solutions for Telecommunications, Financial Services, Public Administration, Large Enterprises and Small and Medium Companies. Comarch specializes in billing & network management, CRM & Sales Support, ERP, EDI, a full range of professional services and strong R&D departments. In the area of OSS, Comarch is known for mature Process-Driven Inventory Management (for both resources and services) and Next Generation Service Assurance. Comarch also offers professional services for implementing and integrating its own products in complex OSS environments, including the orchestration of operational processes. [More at www.comarch.com](http://www.comarch.com)

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Optimising OSS & Service Provisioning

CG2496C/W/X

Monday 13th – Thursday 16th October 2008 • Mövenpick Hotel, Prague

Venue & Accommodation Details

Movenpick Hotel, Mozartova 1, 150 00 Prague, Czech Republic
Tel: +420 257 151 111 Fax: +420 257 153 131

To book your accommodation for Optimising OSS & Service Provisioning and take advantage of the IIR discount, please complete the hotel booking form that will be sent to you with the confirmation of your conference booking. Alternatively you can download it from the website at www.iir-conferences.com/OSS

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Nothing compares to being there - but you need not miss out.

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Your password for the online docs will be sent to you within 4 weeks of the event being held.

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Step 1 Decide what you want to attend For more than one delegate please photocopy this form.

<input checked="" type="checkbox"/> Title	Date	Code
<input type="checkbox"/> Pre-Conference Workshop	Monday 13th October 2008	CG2496W
<input type="checkbox"/> Two Day Conference	Tuesday 14th – Wednesday 15th October	CG2496C
<input type="checkbox"/> Post-Conference Workshop	Thursday 16th October 2008	CG2496X

VISAS

If you are likely to need a visa to attend, please book early

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Contact Anthony Streeter Tel: +44 (0)20 7017 7145
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Step 2 Work out the price

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	Price - available for registrations BEFORE 15/08/08 (Tick box)	Price - available for registrations BETWEEN 15/08/08 & 12/09/08 (Tick box)	Price - available for registrations AFTER 12/09/08 (Tick box)
Conference plus 2 workshops	<input type="checkbox"/> €3295 +VAT @ 19% = €3921.05	<input type="checkbox"/> €3595 +VAT @ 19% = €4278.05	<input type="checkbox"/> €3895 +VAT @ 19% = €4635.05
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Conference Only	<input type="checkbox"/> €1695 +VAT @ 19% = €2017.05	<input type="checkbox"/> €1795 +VAT @ 19% = €2136.05	<input type="checkbox"/> €1895 +VAT @ 19% = €2255.05

(The conference fee includes 3 course lunch, refreshments and full conference documentation. The fee does not include travel or hotel accommodation. Please photocopy this form for multiple bookings.)

Personal details	Mr/Mrs/Ms	First Name	Last Name	Job Title	Department
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Step 3 Easy ways to pay All registrations must be paid in advance of the event.

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Credit Card. Please debit my: Visa Amex Eurocard Mastercard Card No:

Expiry Date: Signature: Please note that cards will be debited within 7 days of your registration on to the conference

Delegates are kindly requested to bring confirmation of payment with them to the event. Staff at the registration desk will request a credit card payment from delegates when payment has not yet been received. Full details of bank transfer options will be given with your invoice on registration

Step 4 Five easy ways to register

Telephone: – +44 (0)20 7017 7483 Please remember to quote CG2496C/W/X

E-Mail – registrations@iir-telecoms.com

Web – www.iir-conferences.com/OSS

By Fax – Complete and send this registration form to: +44 (0)20 7017 7825

Post – Complete and return the registration form together with payment to: Customer Service Manager, IIR Ltd, Cyan House, 1 Canada Road, Byfleet, Surrey, KT14 7BF

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Additional Requirements - Please notify IIR at least one month before the conference date if you have any additional requirements e.g. wheelchair access, large print etc.

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